

Message Text

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PAGE 01 STATE 151166

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ORIGIN ARA-20

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FM SECSTATE WASHDC

TO AMEMBASSY SAN SALVADOR

UNCLAS STATE 151166

E.O11652: N/A

TAGS: BEXP, ES, AFSB

SUBJECT: FY 1975 COMMERCIAL ACTION PROGRAM (CAP)

REF: (A) SAN SALVADOR 2507; (B) STATE A-4304

1. WASHINGTON ACTION STAFF (W.A.S.) FOR THE EL SALVADOR CAP HAS REVIEWED THE PROPOSED FY 1975 CAP (REF A). IN OUR VIEW, MANY OF THE ACTIONS CONTEMPLATED IN THE PROPOSED CAP WOULD BE WORTHWHILE. HOWEVER, WE NOTE THAT THE FORMAT AND TO SOME EXTENT THE SUBSTANCE OF THE PROPOSED CAP DO NOT FOLLOW THE GUIDANCE PROVIDED IN REF. B.

2. THE GUIDANCE CALLED FOR A CAP CONSISTING OF A FEW CAMPAIGNS, WITH EACH CAMPAIGN FOCUSING ON A SINGLE LINE OR GROUPING OF U.S. PRODUCTS/SERVICES, AND DETAILING A SCHEDULE OF ACTIONS TO INCREASE SALES OF THE RESPECTIVE PRODUCTS/SERVICES. THE CAMPAIGNS PROPOSED IN REF. A RELATE INSTEAD TO BROAD-SCALE OBJECTIVES, E.G., "INCREASE U.S. SHARE OF SALVADORAN IMPORTS" (CAMPAIGN NO. ONE); TO MULTI-PRODUCT PROMOTIONAL FACILITIES, E.G., THE EL SALVADOR INTERNATIONAL FAIR (CAMPAIGN NO. TWO) AND THE U.S. TRADE CENTER IN MEXICO CITY (NO. THREE); TO A VARIETY OF MIS-

UNCLASSIFIED

PAGE 02 STATE 151166

CELLANEOUS MATTERS (NO. FOUR); AND TO A DESCRIPTION OF THE EMBASSY'S RESOURCES AND WORKLOADS (NO. FIVE). UNDER THESE HEADINGS A LARGE NUMBER OF U.S. PRODUCTS AND SERVICES ARE

MENTIONED, BUT FOR EACH THE PROPOSED CAP DETAILS ONLY ONE OR TWO ACTIONS TO INCREASE SALES, AND IN MANY CASES THE ACTIONS MERELY STATE THE EMBASSY WILL KEEP AN EYE ON DEVELOPMENTS REGARDING THE PRODUCT OR SERVICE.

3. W.A.S. THEREFORE REQUESTS THE EMBASSY TO REFORMULATE THE PROPOSED CAP, ADHERING TO THE GUIDANCE PROVIDED IN REF. B., AND FOLLOWING THE FORMAT ILLUSTRATED IN THE ENCLOSURES TO REF. B. PLEASE TRANSMIT NOT LATER THAN JULY 31. KISSINGER

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